

## **MSc CULTURAL AND CREATIVE COMMUNICATION (JANUARY START)**

**57P20JB1**

*Duration:* 12 months full-time or 24 months part-time (MSc); 9 months full-time or 21 months part-time (PGDip); 4 months full time of 9 months part time (PgCert).

### **Curriculum**

#### **Stage 1**

##### **Core Courses:**

PD5506 Getting Started at the University of Aberdeen (0 credit points)  
EL5596 Public Engagement for the Arts (30 credit points)

##### **Elective Courses:**

*Choose a further 30 credit points from the following electives (course availability may vary)*

AY5510 Managing the Present: Heritage, Communities and Presentation (30 credit points)  
BU5581 Managing Self and Others (15 credit points)  
BU5584 The Leadership Challenge (15 credit points)  
LN5510 Intercultural Communication (15 credit points)

#### **Stage 2**

EL55C9 Work-based Placement for English and Communication (60 credit points)  
*OR*  
EL5914 Dissertation in Cultural and Creative Communication (60 credit points)

#### **Stage 3**

##### **Core Courses:**

LN5019 Communication Theory and Analysis (30 credits)

##### **Elective Courses:**

*Choose a further 30 credit points from the following electives (course availability may vary):*

AY5010 Managing the Present: Heritage, Communities and Presentation (30 credits)  
BU5039 Marketing Management (15 credits)  
BU5072 Negotiation and Cross-Cultural Management (15 credits)  
*OR*  
FS5022 Research Methods in Film and Visual Culture (30 credits)